

Rep Order# 6815978 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

1  
of  
3

1139 Printed: 05/29/2012 8:48 AM  
Last Received: 05/21/2012 2:21 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2214  
Buyer KEGAN BERAN  
Phone#

**Agency** ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
**Agency CP1/PZIE** //2214  
**Flight Dates** 10/22/2012 - 10/28/2012  
**Hiatus Weeks**  
  
**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) AMY MCCREARY  
**Salesperson Phone#** 215-568-6540  
**Salesperson FAX#** 215-568-1845

CONTRACT COMMENT

JOE HECK D3 SC=\*

| LT | In. | Day | Time      | Program                   | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypa |
|----|-----|-----|-----------|---------------------------|-----|----------|-------------|------------|------------|-------------|------------|-------|
| 1  | M-F |     | 5A-6A     |                           | :30 | \$200.00 | 10/22-10/26 | 5          | 1          | 5           | \$1,000.00 |       |
| 2  | M-F |     | 6A-7A     | Buyline Comment: NEWS     | :30 | \$475.00 | 10/22-10/26 | 10         | 1          | 10          | \$4,750.00 |       |
| 3  | M-F |     | 7A-9A     | Buyline Comment: NEWS     | :30 | \$500.00 | 10/22-10/26 | 10         | 1          | 10          | \$5,000.00 |       |
| 4  | M-F |     | 9A-10A    | Buyline Comment: TODAYIII | :30 | \$225.00 | 10/22-10/26 | 5          | 1          | 5           | \$1,125.00 |       |
| 5  | M-F |     | 10A-11A   | Buyline Comment: TODAYIII | :30 | \$175.00 | 10/22-10/26 | 5          | 1          | 5           | \$875.00   |       |
| 6  | M-F |     | 12P-1230P | Buyline Comment: NEWS     | :30 | \$225.00 | 10/22-10/26 | 5          | 1          | 5           | \$1,125.00 |       |
| 7  | M-F |     | 3P-4P     | Buyline Comment: PHIL     | :30 | \$250.00 | 10/22-10/26 | 2          | 1          | 2           | \$500.00   |       |
| 8  | M-F |     | 5P-630P   | Buyline Comment: NEWS     | :30 | \$575.00 | 10/22-10/26 | 15         | 1          | 15          | \$8,625.00 |       |
| 9  | M-F |     | 630P-7P   | Buyline Comment: JEP      | :30 | \$795.00 | 10/22-10/26 | 5          | 1          | 5           | \$3,975.00 |       |
| 10 | M-F |     | 7P-730P   |                           | :30 | \$795.00 | 10/22-10/26 | 5          | 1          | 5           | \$3,975.00 |       |



Rep Order# 6815978 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 102139 Printed: 05/29/2012 8:48 AM  
Last Received: 05/21/2012 2:21 PM

Showing Buylines: All Lines

3 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2214  
Buyer KEGAN BERAN  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P/I/P2/E //2214  
Flight Dates 10/22/2012 - 10/28/2012  
Hiatus Weeks  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—

Oct 12: 87 / \$39,725.00

Sales Totals: 87 / \$39,725.00

Station Totals: 87 / \$39,725.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

| Market Totals | CATV | KBLR | KING | KLAS | KSNV | KVVU |
|---------------|------|------|------|------|------|------|
| \$107,365     | 0%   | 0%   | 0%   | 27%  | 37%  | 16%  |
| KTNN          | 20%  | KTUD | 0%   | KVCM | 0%   |      |
| XXXX          | 0%   |      |      |      |      |      |

—COMPETITIVE COMMENTS—

NEW ORDER

EST SHARES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE